

5 6. ABSTRACT OF THE DISCLOSURE

An Integrated Web Ring (IWR) partnership meeting the custom needs of users while providing income to the sponsor/host and strengthening business relationships with partners. The host Web site and the IWR generally are organized according to a theme
10 such as parenting, which can have many thematic topics for which information can be conveyed, as well as related products and services. Community features such as chat rooms, bulletin boards, video conferences, live training sessions, and the like are also generally tied to the theme of the site. Other features include tracking user preferences and generating performance indicators, managing content of the IWR by the host,
15 controlling partners, an IWR navigation tool, an IWR with related product presentation, and an IWR with customizing.